



LA Phil

GUSTAVO DUDAMEL MUSIC & ARTISTIC DIRECTOR

WALT DISNEY
CONCERT HALL

HOLLYWOOD
BOWL

THE FORD

YOLA

Hollywood Bowl

2026 Pricing

Hollywood Bowl Pricing Process Overview

- LA Phil operates the Hollywood Bowl under a long-standing partnership with **County of Los Angeles Department of Parks & Recreation**, which owns the venue and surrounding parkland. This public-private collaboration balances world-class artistic programming with public stewardship and accountability.
- The annual process to approve pricing is tied to the LA Phil's long-term lease agreement.
- Every year, the cost of doing business, services, supplies etc. is evaluated and considered when planning on pricing for the next season.



LA Phil Responsibilities at the Hollywood Bowl

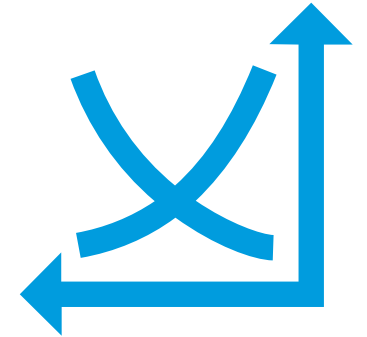
- **Artistic Vision and Programming**
- **Concert Operations**
 - House Management and Security
 - Parking Lots
 - Operated by LA Phil: net impact (\$300k)
 - Park & Ride/Shuttle
 - Operated by LA Phil; partially subsidized by County; net impact of (\$5M+)
 - LNHS covers cost for their performances
 - Box Office and Customer Service
 - Marketing, Communications, and Digital Experience
- **Maintenance of Facilities and Park Grounds**
- **Construction Projects and Facility Investments**
- **Community Engagement Initiatives**
- **Hiring and Management of Staff—close to 1,000 for the Hollywood Bowl**
- **Management of Lease and Rentals**



OVERVIEW

Overview

- LA Phil works with LA County Parks to conduct evaluation of annual costs to inform its request for approval to raise ticket prices to reflect significant cost increases.
- Sustained commitment to balancing operational and market demands with access and affordability.
- Continue use of dynamic pricing based on industry standard practices and evolving market trends.



2024 Successes

- Over **1.3 million people** attended concerts at the Hollywood Bowl
- Shuttle and bus ridership increased 7% to **an average of 36%** (over 400k riders)
- Wide array of engaging programming reflecting diversity of musical traditions and genres
- Effective restructuring of Hollywood Bowl parking lots to improve traffic flow and aid ingress and egress from the venue
- 2025 & 2026 plans look to expand on these successes



PRICING GUIDING PRINCIPLE

Access as a Guiding Principle

Even with a wide range of ticket prices, we ensure every concert remains within reach for the community.

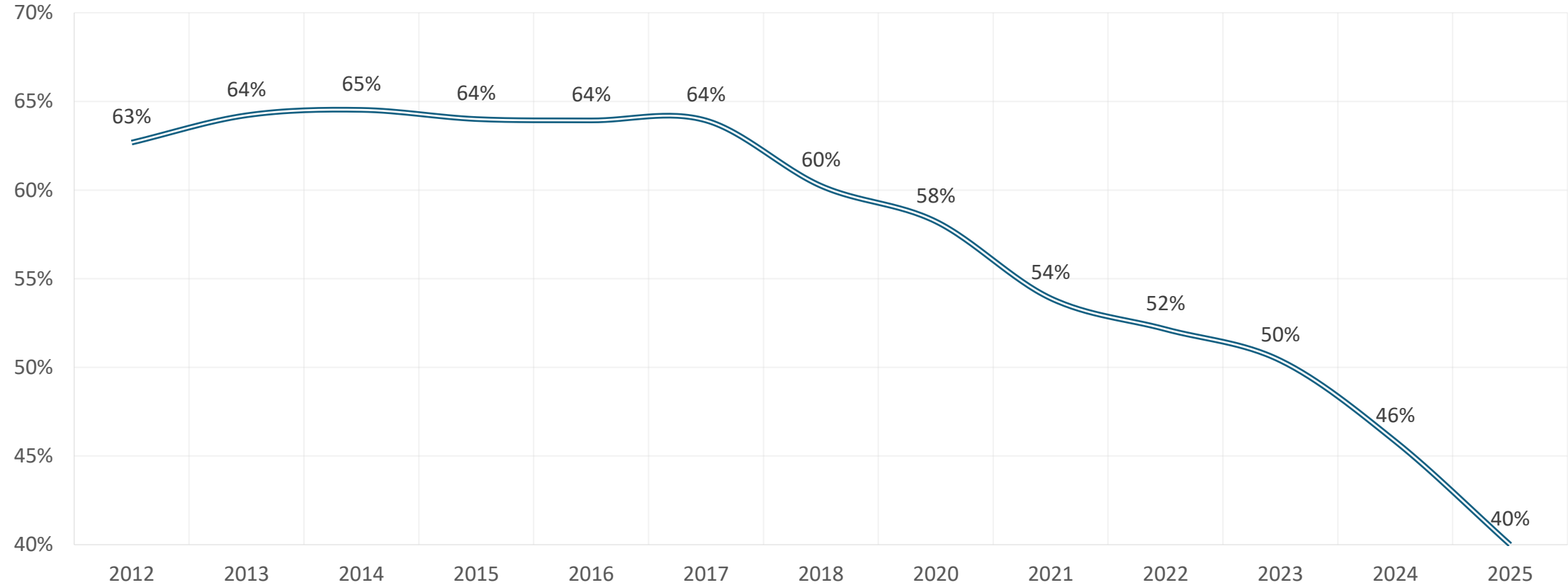
- Access Programs: 14% of total tickets
 - 50,000 \$1 Tickets
 - 70,000 free Tickets
- In 2026
 - 50% of tickets are \$48 and under*
 - 40% of all 2026 tickets are \$40 and under

**Excluding 1-4 Special Events in the season*

COST COMPARISON ANALYSIS

Ticket Prices 60% Lower Than National Average

HB AVG. TICKET AS A PERCENTAGE OF NATIONAL AVG. TICKET



Dynamic Pricing Overview

- Even with Dynamic Pricing, ticket prices remain **60% below the National Average**
- Board Approval
 - Maximum (Pool Circle) and minimum (Section V/X) ticket prices don't change
 - Any price variation of other sections is managed by the standard usage of Dynamic Pricing
- Practice
 - For more than 10 years, Dynamic Pricing has been utilized as is standard practice in the concert industry
 - Reflects evolving market trends:
 - Artist contractual agreements - Customer supply and demand – Inventory Management
- Commitment
 - All changes remain within the overall percentage change approved in the Board letter

Hollywood Bowl Prices vs Public Venues

VENUE	CAPACITY	MIN*	MAX*
Hollywood Bowl	17,500	\$1	\$292
Greek Theatre	5,900	\$22	\$341
The Coliseum	77,500	\$19	\$344
Rose Bowl	88,500	\$27	\$641
Santa Barbara Bowl	4,500	\$42	\$156



Hollywood Bowl vs Public Venues - Parking

VENUE	CAPACITY	MIN	MAX	VALET
Hollywood Bowl	17,500	\$5	\$55	\$90
Greek Theatre	5,900	\$20	\$75	\$125 (QuickPark)
The Coliseum	77,500	\$40	-	-
Rose Bowl	88,500	\$50	\$200	-
Santa Barbara Bowl	4,500	\$20	-	-

Reasons for Price Increases

Over the past five years, key expenses have risen, exceeding the pace of general inflation and increasing the pressure on our operating budget:

- Labor has increased by 27%
- Artist fees have grown by 28%
- Operations and overall production costs have climbed by 29%, including
 - Insurance premiums have surged by 351%
 - Maintenance costs have more than doubled, going up by 123%
- 25% increase in Park & Ride costs in 2025 alone.
 - Park & Ride is a subsidized public transportation program for the benefit of the public. The program is further subsidized by LA Phil.



RECOMMENDATIONS

2026 Ticket Pricing Strategy

1. Increased average prices overall by 4% for 2026
 - a. Majority of impact is on Boxes and Superseats as well as Sat Evenings and Special Events
 - b. Increases vary by Concert Type based on historical demand ranging from 2% to 4%. Special event increase is 5%.
 - c. Bulk of benches are in range of change from \$(-1) to \$2 per seat.
 - d. Total: 26% of tickets with a decrease or no change in price



Parking Pricing

1. No change in parking prices for 2026
 - a. It should be more affordable to use transportation options than to park at the Bowl
 - b. Changes for 2024 have worked, with a decrease in overall car traffic and an increase in bus ridership
2. Proposed parking price scaling (no change):
 - a. Valet \$90
 - b. Lot A & B \$55
 - i. Lot B held for ADA parking and transportation buses
 - c. Lot D \$45

CONTINUING ACCESS EFFORTS



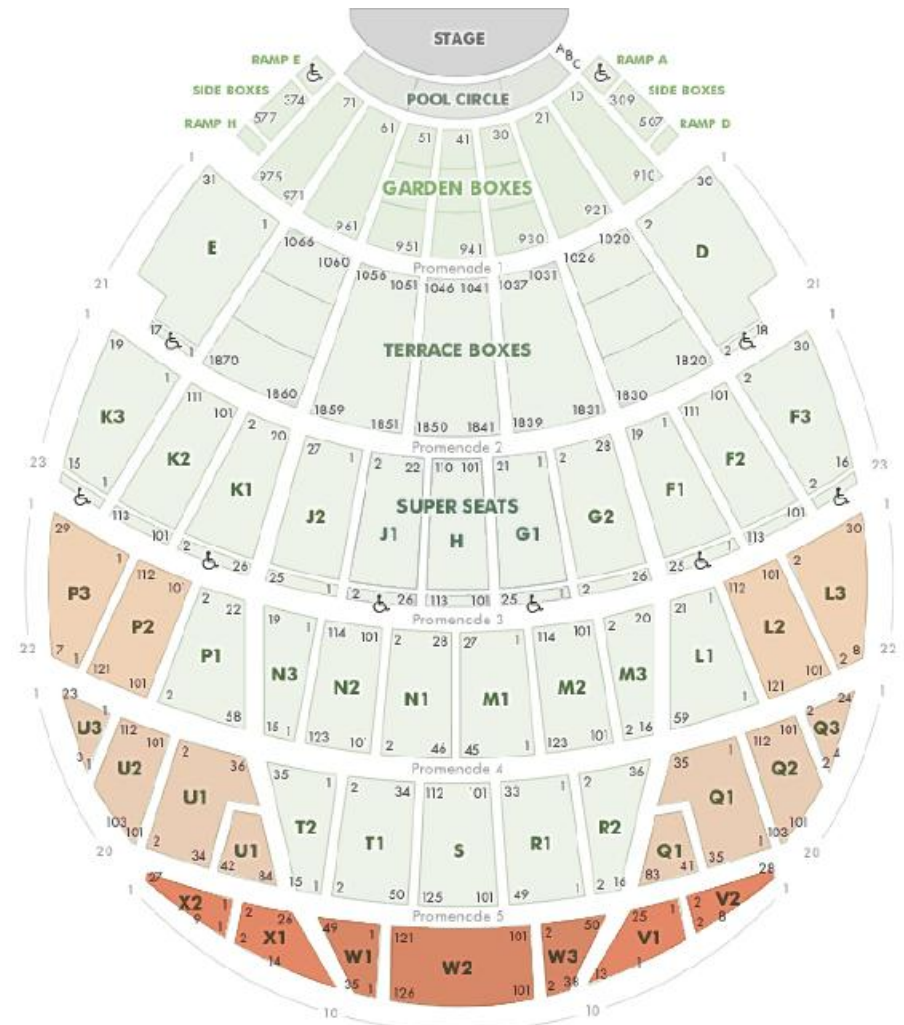
Expanding \$1 Ticket Access Program

In 2025, we’ve expanded this effort, and will continue to do so for **2026**

CATEGORY	2024	2025
\$1 Ticket Seats	36,000	50,000
\$1 Concerts	20 Classical 8 Jazz	+4 Classical (new zones) +8 high-demand shows
New Zones	Existing Zones + R/S/T	Adding L/P, Q/U
County Partnership Launch	Began in August	Began in May

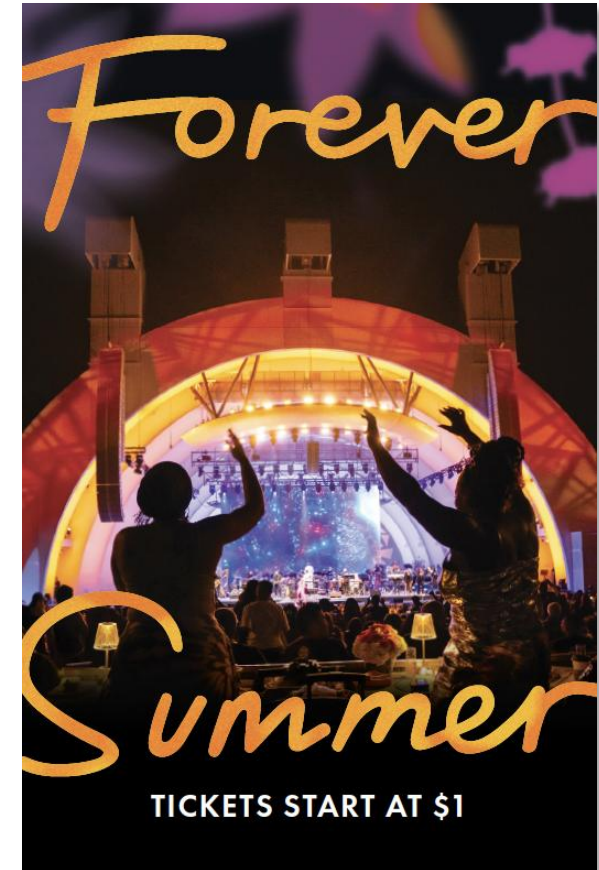
Hollywood Bowl Seat Map

- \$1 seats are located in V/X for Jazz+ Wednesdays and V/X & W for Classical Tuesdays and Thursdays (dark orange sections)
- For a few targeted promotions, \$1 seat locations are expanded into other bench sections as well as other nights of the week to ensure access to all communities (light orange sections)



Expanding Visibility of \$1 Tickets

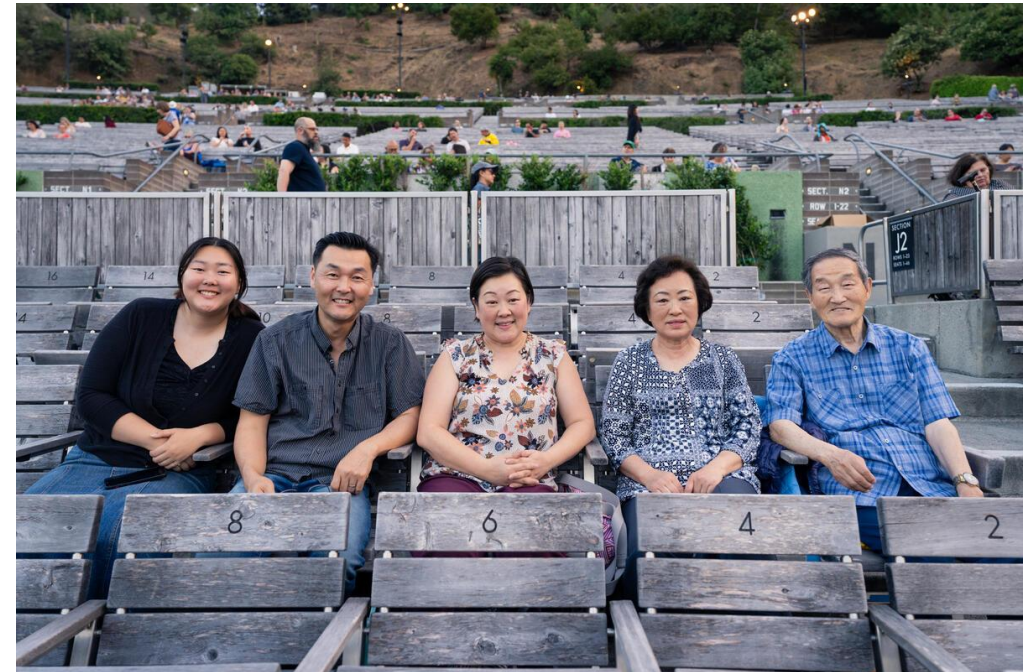
1. Launching outreach and promotion earlier in the season to increase awareness and access
2. Distributing materials countywide at libraries, parks, rec centers, and businesses across all five districts
3. Featuring \$1 tickets prominently in major brochures
4. Embedding \$1 ticket messaging into email campaigns across all audience segments
5. Deepening presence at County events with earlier coordination
6. Expanding PR and social media messaging around affordability and County priorities



Cover of 2025 Season Brochure

Free Ticket Distribution: Increasing Our Partnership

1. County Ticket Allocations
 - Communication is already established with each office via our Box Office team
2. Community Concert Connections (CCC)
 - County offices and nonprofits can request free tickets using a dedicated online form
3. Schools and Youth Groups
 - Schools and youth organizations may apply through a special group form for access to designated concerts



The process begins in May 2026 for these programs

Data-Driven, Community Informed

Enhancing \$1 and Free Ticket Access Through Audience Insights

1. Targeted Surveys

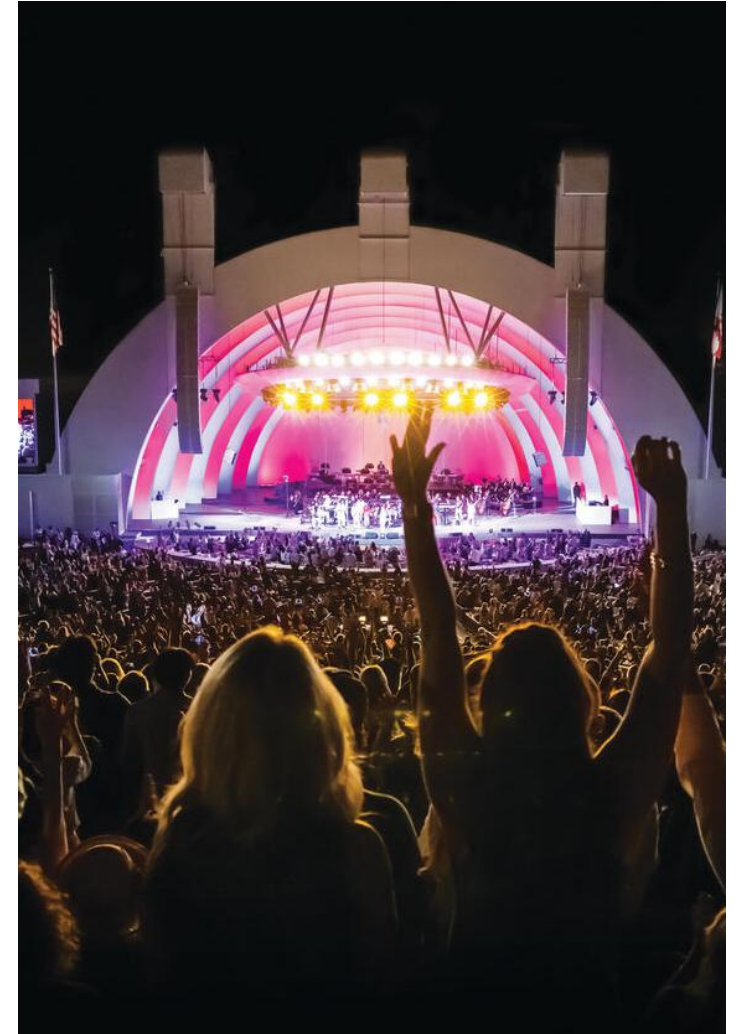
Gather feedback from attendees on interest, barriers, and awareness of \$1/free tickets

2. Behavioral Insights

Analyze purchase patterns and neighborhood usage to identify outreach gaps

3. Continuous improvement

- Annual Access evaluation in partnership with LA County Parks
- 60-day pre- & post-season reporting to refine program, communications, and better meet community needs



CONTACTS

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